

WENATCHEE

CHAMBER OF COMMERCE

VALLEY

Shiloh Burgess

Executive Director,
Wenatchee Valley Chamber of
Commerce

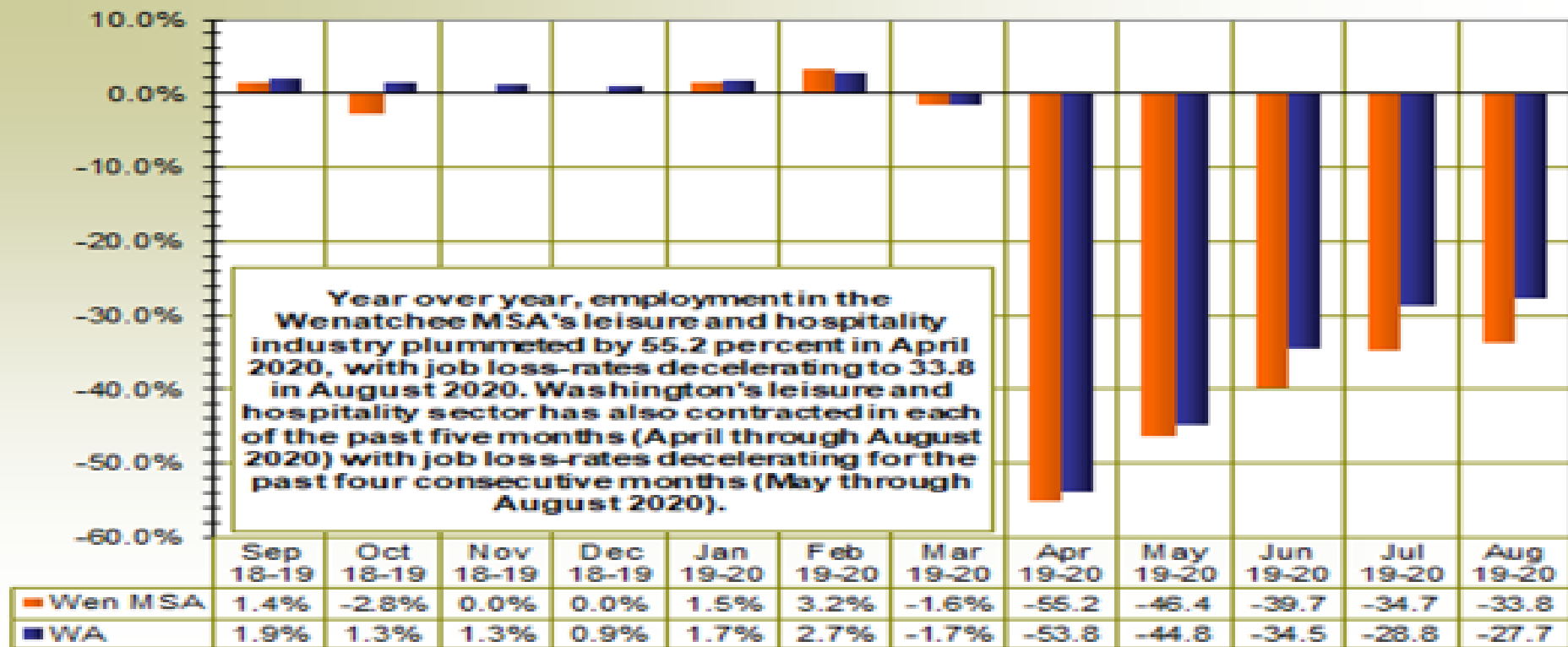
Tourism is the 4th Largest Industry Sector in Chelan & Douglas Counties

- Chelan County 2019
 - \$430.9 Million in economic impact
 - \$146.1 Million in lodging
 - \$121 Million in payroll
 - 4,335 jobs
 - 7.9% of total county employment
- Douglas County 2019
 - \$54.9 Million in economic impact
 - \$7.4 Million in lodging
 - \$15.1 Million in payroll
 - 605 jobs
 - 3.7% of total county employment

Impact on the Wenatchee MSA

- 33.8% reduction in leisure & hospitality jobs
 - 2,500 jobs
- 50.5% reduction in lodging tax collection
- Wenatchee Convention Center lost businesses in 2020
 - \$1.8 Million
 - 50 Jobs

As of August 2020, Leisure and Hospitality posted the highest COVID-19 related job loss-rate across the Wenatchee MSA



Leisure & Hospitality Jobs at Risk

- In Chelan County, 60.3 percent of the 5,105 covered jobs added from 2009-2019 were in health services or accommodation and food services
- In Douglas County, nearly half (45.3 percent) of the 1,604 covered jobs added from 2009-2019 were in retail trade or accommodation and food services

Impact on Tax Collection

CITY OF WENATCHEE, WA
Lodging Tax Advisory Committee
Hotel/Motel Taxes
Actual Received - 10 Years

6% Tax authorized via Ord. #2160, #3137, #97-12 & #98-44

| Month Collected | Month Received | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2020/2019 Difference | |
|-------------------|----------------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|---------|----------------------|---------|
| January | March | 97,994 | 106,682 | 87,518 | 90,616 | 76,746 | 65,016 | 59,079 | 54,117 | 43,454 | 43,589 | (8,688) | (8.1%) |
| February | April | 65,772 | 90,793 | 81,902 | 98,206 | 79,080 | 68,466 | 68,219 | 60,229 | 57,408 | 60,827 | (25,021) | (27.6%) |
| March | May | 54,640 | 116,308 | 120,894 | 123,395 | 97,828 | 97,258 | 86,598 | 78,282 | 68,600 | 78,037 | (61,668) | (53.0%) |
| April | June | 46,137 | 130,637 | 126,049 | 131,614 | 114,824 | 104,220 | 97,128 | 88,869 | 83,258 | 84,781 | (84,500) | (64.7%) |
| May | July | 53,795 | 166,294 | 146,323 | 147,620 | 125,398 | 128,979 | 116,960 | 100,521 | 83,098 | 88,300 | (112,499) | (67.7%) |
| June | August | 85,724 | 206,299 | 160,714 | 164,452 | 160,936 | 134,662 | 128,011 | 115,363 | 103,334 | 101,290 | (120,575) | (58.4%) |
| July | September | | 209,636 | 188,033 | 189,102 | 178,517 | 139,593 | 134,845 | 124,865 | 113,914 | 115,611 | | |
| August | October | | 203,527 | 208,481 | 182,847 | 162,347 | 135,439 | 140,423 | 127,911 | 119,099 | 109,122 | | |
| September | November | | 150,073 | 155,973 | 154,296 | 168,483 | 127,446 | 109,621 | 108,084 | 83,768 | 96,295 | | |
| October | December | | 154,585 | 171,019 | 143,213 | 146,711 | 119,418 | 117,355 | 104,630 | 91,257 | 81,153 | | |
| November | January | | 102,056 | 96,464 | 91,415 | 92,185 | 68,846 | 59,754 | 56,965 | 56,435 | 53,843 | | |
| December | February | | 152,321 | 135,594 | 141,423 | 145,786 | 109,134 | 84,430 | 88,240 | 69,394 | 63,791 | | |
| Total Collections | | 404,063 | 1,789,211 | 1,678,965 | 1,658,198 | 1,548,840 | 1,298,476 | 1,202,423 | 1,108,075 | 973,019 | 976,638 | (412,951) | (50.5%) |

| | | | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|---------|---------|--|
| Budget | 1,850,000 | 1,812,500 | 1,721,250 | 1,752,650 | 1,402,120 | 1,180,000 | 1,149,091 | 977,058 | 895,440 | 895,200 | |
| Change in YTD revenues | -50.5% | 6.6% | 1.3% | 7.1% | 19.3% | 8.0% | 8.5% | 13.9% | -0.4% | 5.5% | |
| % of budget collected | 21.8% | 98.7% | 97.5% | 94.6% | 110.5% | 110.0% | 104.6% | 113.4% | 108.7% | 109.1% | |

Hotel Occupancy: August 2019 v. 2020

| | Occ % | | ADR | | RevPAR | | Percent Change from August 2019 | | | | | |
|-------------------|-------|------|--------|--------|--------|--------|---------------------------------|-------|--------|----------|------------|-----------|
| | 2020 | 2019 | 2020 | 2019 | 2020 | 2019 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| Wenatchee+ | 65.1 | 70.1 | 91.92 | 116.94 | 59.83 | 81.93 | -7.1 | -21.4 | -27.0 | -27.0 | 0.0 | -7.1 |
| | | | | | | | | | | | | |
| Chelan County, WA | 66.4 | 75.7 | 133.08 | 146.35 | 88.32 | 110.74 | -12.3 | -9.1 | -20.2 | -20.2 | 0.0 | -12.3 |

Hotel Occupancy: Year to Date 2019 v. 2020

| | Occ % | | ADR | | RevPAR | | Percent Change from YTD 2019 | | | | | |
|-------------------|-------|------|--------|--------|--------|-------|------------------------------|-------|--------|----------|------------|-----------|
| | 2020 | 2019 | 2020 | 2019 | 2020 | 2019 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| Wenatchee + | 46.0 | 62.3 | 86.13 | 105.48 | 39.64 | 65.70 | -26.1 | -18.3 | -39.7 | -36.2 | 5.8 | -21.8 |
| | | | | | | | | | | | | |
| Chelan County, WA | 44.5 | 61.8 | 111.39 | 124.75 | 49.56 | 77.14 | -28.0 | -10.7 | -35.8 | -36.6 | -1.3 | -29.0 |

How We are Responding & Moving Forward

- Credible Resource
- Advocacy
- Positioning of the Convention Center for Return Business
- Outdoor Recreation Enhancements
- Washington Tourism Alliance Partnership
- Lodging Tax Revenues



Thank You